The next open meeting of the Senate of the University of Victoria is scheduled for Friday, November 7, 2014 at 3:30 p.m. in the David Strong Building, room C118.

*Please note change in room*

AGENDA as reviewed by the Senate Committee on Agenda and Governance.

1. APPROVAL OF THE AGENDA ACTION

2. MINUTES ACTION

      Motion: That the minutes of the open session of the meeting of the Senate held on October 3, 2014 be approved and that the approved minutes be circulated in the usual way.

3. BUSINESS ARISING FROM THE MINUTES

4. REMARKS FROM THE CHAIR INFORMATION
   a. President’s Report

5. CORRESPONDENCE

6. PROPOSALS AND REPORTS FROM SENATE COMMITTEES
   a. Senate Committee on Academic Standards - Prof. Heather Raven, Chair
      i. 2013/14 Committee Annual Report [SEN-NOV 7/14-2] INFORMATION
b. Senate Committee on Agenda and Governance - Prof. Jamie Cassels, Chair
   i. Appointments to the 2014/15 Senate Committees [SEN-NOV 7/14-3] ACTION
      
      Motion: That Senate approve the appointments to the 2014/2015 Senate committees for the terms indicated in the attached document, as recommended by the Senate Committee on Agenda and Governance.

   c. Senate Committee on Awards - Dr. Annalee Lepp, Chair
   i. New and Revised Awards [SEN-NOV 7/14-4] ACTION
      
      Motion: That Senate approve, and recommend to the Board of Governors that it also approve, the new and revised awards set out in the attached document:

      - Simba Technologies Inc. Scholarship* (Revised)
      - Victoria Stroke Recovery Association Scholarship (New)
      - Lorene Kennedy Graduate Student Field Research Award* (New)
      - Le,Nonet Graduate Bursary (New)

      * Administered by the University of Victoria Foundation

   ii. 2013/14 Committee Annual Report [SEN-NOV 7/14-5] INFORMATION

   d. Senate Committee on Planning - Dr. Sarah Blackstone, Acting Chair
   i. Proposal to change the Professional Writing program’s name to ‘Professional Communication’ [SEN-NOV 7/14-6] ACTION
      
      Motion: That Senate approve the request to change the Professional Writing program’s name to ‘Professional Communication’ as described in the memo from the Department of English dated May 10, 2014.

7. PROPOSALS AND REPORTS FROM FACULTIES

8. PROPOSALS AND REPORTS FROM THE VICE-PRESIDENT ACADEMIC AND PROVOST
   a. 2009/10 to 2013/14 Enrolment Report INFORMATION

9. OTHER BUSINESS

10. ADJOURNMENT
DRAFT MINUTES

A meeting of the Senate of the University of Victoria was held on October 3, 2014 at 3:30 p.m. in the Senate and Board Chambers, University Centre, Room A180.

Prof Cassels opened the meeting by welcoming all the new Senators.

1. APPROVAL OF THE AGENDA

Motion: (G. Sutherland/M. Purkis)
That the agenda be approved as circulated.

CARRIED

2. MINUTES

Motion: (R. Lipson/N. Bassi)
That the minutes of the open session of the meeting of the Senate held on May be approved and that the approved minutes be circulated in the usual way.

CARRIED

3. BUSINESS ARISING FROM THE MINUTES

a. Election of students to Senate from the Faculty of Law

Ms. Dewis reported that at the end of the academic year there remained four Student Senator vacancies from the Faculties of Education, Fine Arts, Human and Social Development, and Law. She said students from the Faculties of Education and Human and Social Development have been acclaimed and there were no nominees from the Faculty of Fine Arts.

Ms. Dewis said an election would be held for the representative from the Faculty of Law and that the biographies for the two students running for the position were distributed with the Senate docket.

Prof. Cassels invited each student to provide a brief statement on their own behalf. After the student presentations, ballots were distributed and members of Senate cast their votes.
4. REMARKS FROM THE CHAIR

a. United Way Presentation

Mr. Kane Kilbey, Chair of the university’s 2014 UVic United Way campaign provided members of Senate with information about the campaign. He thanked members for their past support and encouraged them to continue to participate and to increase their support where possible.

Prof. Cassels thanked Mr. Kilbey and Prof. Webber, UVic United Way campaigning Co-Chair, for their leadership.

b. Update on the Strategic Research Plan

Prof. Cassels introduced Dr. Castle, Vice President Research, who will be leading the development of a strategic research plan for UVic.

Dr. Castle referred members of Senate to the materials provided in the Senate docket. He said the strategic research plan will build on the UVic Strategic Plan to capture the competency and capacity of research at UVic given the external and internal environment. Dr. Castle explained that the process of developing the strategic research plan will involve consultation and engagement with the university community and outside stakeholders. He said a report would be made to Senate in Spring 2015, and a final draft of the document will be provided to Senate in Fall 2015.

c. President’s Report

Prof. Cassels reported the results from the student senator election. He acknowledged both nominees for their citizenship and reported that Ms. Ivelina Ivanova had been elected as the student representative from the Faculty of Law.

Prof. Cassels provided a report to Senate on the Provincial and Federal policy environment, followed by a report on the start to the academic year.

Regarding the Provincial policy environment, Prof. Cassels highlighted that UVic is actively building relationships and developing strong communications with government. Specifically, he noted the BC Jobs Plan and Taxpayer Accountability Principles. He said that building strong relationships with the BC Government would be paramount.

Regarding the national and Federal environment, Prof. Cassels highlighted his role with the Association of Universities and Colleges of Canada (AUCC) and the role that the AUCC can play in advocating for research and other higher education funding at the Federal level. Prof. Cassels reported that he and Dr. Kate Moran, President and CEO of Ocean Networks Canada, had met with Mr. Stephen Harper, Prime Minister of Canada, in Cambridge Bay, Nunavut to demonstrate the Cambridge Bay community-based, cabled seafloor observatory. Prof. Cassels also spoke to the Prime Minister about the “Great Canadian Mystery” project, a joint venture between UVic’s history department and the Nunavut Department of Education.
Prof. Cassels reported on the start to the academic year, noting that it has been a great start and thanking everyone who made it so. He also thanked those that supported UVic community families during the K-12 teachers strike by offering childcare services at short notice. He reported on the various orientations on campus for students, faculty, and administrators. Prof. Cassels said the 2014 Fall intake of students was the largest incoming class in UVic’s history.

Prof. Cassels reported that UVic ranked within the top 200 universities in the world according to the most recent *Times Higher Education* World University Rankings with a ranking of 173. He said in this ranking UVic is the seventh ranked university in Canada. He congratulated faculty on this achievement.

Prof. Cassels reported that poet Dr. Tim Lilburn and historian Dr. Eric Sager had been elected as Fellows of the Royal Society of Canada. He further reported that computer scientist Dr. Margaret-Anne (Peggy) Storey and psychologist Dr. Stuart MacDonald had been elected to the Royal Society of Canada’s newly formed College of New Scholars, Artists and Scientists.

With respect to recent events, Prof. Cassels said that the Vikes Championship Breakfast was a great success and reported that the Mystic Market is now open for business, congratulating the teams involved.

Prof. Cassels told members of Senate that long-time Orator Dr. Anthony Jenkins had passed away in August. He paid tribute to the significant accomplishments that Dr. Jenkins had made over his long career at UVic. Prof. Cassels highlighted Anthony’s long service as Public Orator and the important role of the Public Orator position in ensuring UVic’s honorands are properly recognized.

Prof. Cassels closed his remarks reminding Senate members about the President’s Campus Update that would take place Tuesday, October 7, 2014.

5. **CORRESPONDENCE**

   a. *University of Victoria Financial Statements as at March 31, 2014*

   There were no questions about the financial statements.

6. **PROPOSALS AND REPORTS FROM SENATE COMMITTEES**

   a. *Senate Committee on Agenda and Governance*

      i. **Appointments to the 2014/2015 Senate Committees**

   Dr. Lepp noted there were a few Senate committee vacancies which were in the process of being filled.

   **Motion:** (G. Sutherland/K. Erickson)
   That Senate approve the appointments to the 2014/2015 Senate committees for the terms indicated in the attached document.

   **CARRIED**
ii. Appointments to the Joint Senate Board Retreat

Motion: (S. Beam/J. Crocker)
That Senate approve the appointments of Catherine Caws, Peter Driessen and Dakota Mellin to the Joint Senate Board Retreat Committee for a one-year term beginning immediately and ending on June 30, 2015.

CARRIED

iii. Appointments to the Campus Planning Committee

Motion: (K. Erickson/J. Crocker)
That Senate approve the appointments of Andrew Rowe and Karena Shaw to the Campus Planning Committee for a three-year term beginning July 1, 2014 and ending on June 30, 2017.

CARRIED

b. Senate Committee on Awards

i. New and Revised Awards

Dr. Devor drew Senate member’s attention to the statement in terms of reference for the Drs. Douglas & Anathalie Taylor Lee Memorial Bursary where the award is “awarded annually to a female and a male student…” Dr. Devor raised the concern that not all students identify in the categories of ‘male’ and ‘female’ and that the terms of reference as stated could be discriminatory.

Members of Senate agreed to defer consideration of the Drs. Douglas & Anathalie Taylor Lee Memorial Bursary.

Motion: (G. Sutherland/R. Lipson)
That Senate approve, and recommend to the Board of Governors that it also approve, the amended list of new and revised awards set out in the attached document:

- Wanost’a 7 Scholarship (new)
- Class of 1981 Entrance Scholarship in Honour of Anne Fraser (new) *
- Vera Allen Travel Award for Medical Sciences (new) *
- Elias Mandel Prize for Study Abroad in Humanities (new) *
- Susan Hill and Susanne Diakiw Bursary in Education (new) *
- Susan Hill and Susanne Diakiw Bursary in Earth and Ocean Sciences (new) *
- Cloverdale Paint Bursary (revised)
- Michiel Horn and Cornelia Schuh Scholarship (revised) *
- Mansell-McLellan Entrance Scholarship (revised) *
- Lorene Kennedy Field Course Award (revised) *
• Mrs. Matilda M. Schill Scholarship (new) *
• Heather Raven Leadership Award (revised) *
• Hamber Foundation Women’s Studies Bursary (revised)
• Aldyen Hamber Entrance Scholarship (revised)
• School of Public Administration Leadership Legacy Award (new)
• Victoria Real Estate Board Past Presidents Scholarship (new)
• Petch Bursary in Women’s Studies (revised) *
• Peter B. Gustavson School of Business Entrance Tuition Scholarship (revised)
• Class of 1996 Bursary (revised) *
• Dorothy & Ernest Ayton Memorial Scholarship (revised) *
• Edward Mothersill Scholarship in Philosophy (new) *
• Norman J. Ruff Scholarship (revised) *
• Political Science Alumni Scholarship (new)
• Iola Worthington Scholarship in Business (revised) *
• DuMoulin Black LLP Prize in Securities Regulation (new)
• Microserve Scholarship in Business, Management Information Systems (new)
• Lorene Kennedy Restoration of Natural Systems Diploma & Certificate Selected Project Award (new) *
• Motion Picture Technicians Union Local 891 Bursary (revised)
• Denise Heap Bursary (new) *
• Dr. Ian MacPherson Memorial Scholarship (new)
• Hartwig Industries Graduate Award in Concussion Research (new)

* Administered by the University of Victoria Foundation

CARRIED

c. Senate Committee on Continuing Studies

i. Annual Report

Motion: (M. MacDonald/J. Crocker)
That Senate receive the 2013/2014 annual report of the Senate Committee on Continuing Studies for information.

CARRIED

d. Senate Committee on Curriculum

i. 2014 Cycle 3 Curriculum Submission

Motion: (T. Haskett/G. Sutherland)
That Senate approve the curriculum changes recommended by the Faculties and the Senate Committee on Curriculum for inclusion either in the 2014-2015 academic calendar, effective 1 January 2015, or in the 2015-2016 academic calendar, effective 1 May 2015.
Motion: (T. Hasket/S. Lewis Hammond)
That Senate authorize the Chair of the Senate Committee on Curriculum to make small changes and additions that would otherwise unnecessarily delay the submission of items in the academic calendar.

CARRIED

e. Senate Committee on Planning

i. 2013/2014 Annual Report on Status of Academic Program Reviews

Motion: (M. Purkis/K. Ericksen)
That Senate receive the 2013/2014 annual report on Status of Academic Program Reviews for information.

CARRIED

ii. Proposal for a Minor in Geographic Information Technology

Motion: (M. Purkis/G. Sutherland)
That Senate approve, and recommend to the Board of Governors that it also approve, subject to funding, the establishment of a Minor in Geographic Information Technology, as described in the document “Minor in Geographic Information Technology”, and that this approval be withdrawn if the program should not be offered within five years of the granting of approval.

CARRIED

iii. Proposal for a Minor in Education

Motion: (M. Purkis/A. Roudsari)
That Senate approve, and recommend to the Board of Governors that it also approve, subject to funding, the establishment of a Minor in Education, as described in the document “Proposal for a Minor in Education”, dated April 2014, and that this approval be withdrawn if the program should not be offered within five years of the granting of approval.

CARRIED

iv. Request to change program name to Art History and Visual Studies for undergraduate and graduate students in renamed department

Motion: (J. Crocker/V. Wyatt)
That Senate approve the request to change the names of the undergraduate Majors, Honours, and Minor programs and Master and Doctoral programs within the Department of Art History and Visual Studies to reflect the department name, as described in the memo from the Department of Art History and Visual Studies dated August 21, 2014.
v. **Request to change School of Music “Major in Comprehensive Program” to “Major in Musical Arts Program”**

Motion: (S. Lewis Hammond/K. Erickson)
That Senate approve the request to change the name of the School of Music’s “Major in Comprehensive Program” to “Major in Musical Arts Program” as described in the memo from the School of Music dated August 26, 2014.

CARRIED

vi. **Request to Discontinue the Canadian Studies Certificate Program**

Dr. MacDonald confirmed that the individual courses in the Canadian Studies Certificate Program will continue to be offered, however the certificate itself is undersubscribed.

Motion: (T. Haskett/G. Sutherland)
That Senate approve, and recommend that the Board of Governors that it also approve, the request to discontinue the Canadian Studies Certificate Program.

CARRIED

vii. **Request to Extend the Renewal of the Centre for Cooperative and Community-Based Economy (CCCBe)**

Dr. Blackstone reported that extending the renewal of the CCCBE will allow the Centre time to settle its Directorship issues. She said the CCCBe is a well-funded centre that received a positive external review.

Motion: (J. Crocker/M. Purkis)
That Senate approve the Centre for Co-operative and Community-Based Economy as a multi-faculty research centre be extended to March 31, 2015.

CARRIED


Motion: (S. Lewis Hammond/K. Erickson)
That Senate receive the annual report of the Senate Committee on Planning for 2013-14 for information.

CARRIED

7. **PROPOSALS AND REPORTS FROM FACULTIES**

There were none.
8. PROPOSALS AND REPORTS FROM THE VICE-PRESIDENT ACADEMIC AND PROVOST

a. Enhanced Planning Tools

Dr. Kuehne introduced the Enhanced Planning Tools initiative remarking that she is grateful to members of Senate and others that are on the working group and those that are on the advisory committee. Dr. Kuehne reminded members of Senate that a presentation on the Enhanced Planning Tools was made to Senate in March 2014. She introduced Dr. Blackstone who is leading the initiative.

Dr. Blackstone presented an overview of the Enhanced Planning Tools work thus far, noting that the tools are being designed to support evidence based decision making at the university. Dr. Blackstone presented PowerPoint slides that explained the goal of the project, which is to enhance the existing planning processes and strategic priorities through both qualitative and quantitative measures. She reported on the scope of the project, which includes developing an output report and software tools.

Dr. Blackstone confirmed that the PowerPoint slides would be made available on the Enhanced Planning Tools website.

9. OTHER BUSINESS

a. Change in reporting process for UVic-approved research centre approvals, renewals and closures

Dr. Castle reported that the purpose of changing the reporting process for UVic-approved research centres was to streamline and annualize the research centre reporting to Senate.

b. Academic Year Important Dates

Ms. Dewis reported that updating the Academic Year Important Dates is a regular item at Senate meetings that will now be presented to Senate twice per year to update the Academic Year Important Dates in the Calendar accordingly. She said that the dates presented are based on the 10-year calendar approved by Senate.

Motion: (G. Sutherland/J. Crocker) That Senate approve the 2014/2015 and 2015/2016 Academic Year Important Dates calendar for submission to the academic calendar for its January 2015 publication.

CARRIED

c. Convocation Senator Elections

Ms. Dewis reported that the terms of the Convocation Senators were changed to align with the rest of the Senate members’ terms when the Rules to Govern Elections to the Board of Governors and Senate were updated. She said this is an informational item for members of Senate to confirm that
the Senate Committee on Agenda and Governance opted to extend the current Convocation Senator’s terms to facilitate alignment of the terms. Ms. Dewis confirmed that existing Convocation Senators have had their terms extended to June 30, 2015 to allow for a July 1, 2015 start date for new Convocation Senators.

d. Election of Vice-Chair of Senate

Prof. Cassels reminded members of Senate that the Vice-Chair is elected annually at the October meeting, and asked for nominations. Dr. Roudsari nominated Dr. Purkis.

Prof. Cassels asked for other nominations. There were no other nominations. Prof. Cassels congratulated Dr. Purkis on being acclaimed as Vice-Chair.

e. Joint Senate Board Retreat

Ms. Dewis reported that the Joint Senate Board Retreat is scheduled for February 28, 2015.

f. Tribute to Murray Farmer

Prior to adjournment Prof. Cassels asked members of Senate to join him in recognizing Mr. Murray Farmer for his service as Chancellor of the University of Victoria from June 2009 to December 2014. He remarked that Mr. Farmer’s busy schedule is keeping him away from Senate for the remaining meetings of his term and wanted to take the opportunity, as the body of Senate, to honour the Chancellor. Prof. Cassels provided an overview of Mr. Farmer’s role as Chancellor, noting that, along with his wife Ms. Lynda Farmer, he has served as an ambassador for UVic and an active champion of the university.

Prof. Cassels invited members of Senate to join him in thanking Mr. Farmer. Members of Senate rose in a standing ovation for Mr. Farmer.

There being no other business the meeting was adjourned at 5:00 p.m.
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<tr>
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</table>
MEMBERSHIP OF THE SENATE OF THE UNIVERSITY OF VICTORIA
Effective September 17, 2014

EX OFFICIO MEMBERS - University Act: Section 35 (2) (a-f)
☐ Chancellor: Murray Farmer (31/12/14)
☐ President and Vice-Chancellor: Jamie Cassels, Chair
☐ Acting V.P. Academic & Provost: Valerie Kuehne
☐ V.P. Research: David Castle
☐ Dean, Peter B. Gustavson School of Business: Saul Klein
☐ Dean of Education: Ralf St. Clair
☐ Dean of Engineering: Thomas Tiedje
☐ Dean of Continuing Studies: Maureen MacDonald
☐ Acting Dean of Fine Arts: Lynne van Luven
☐ Dean of Graduate Studies: David Capson
☐ Dean of Humanities: John Archibald
☐ Dean of HSD: Mary Ellen Purkis, Vice-Chair
☐ Dean of Law: Jeremy Webber
☐ Dean of Science: Robert Lipson
☐ Dean of Social Sciences: Catherine Krull
☐ University Librarian: Jonathan Bengtson

MEMBERS ELECTED BY THE FACULTIES - Section 35 (2) (g)
☐ BUSI: Rebecca Grant (30/6/16)
☐ Brock Smith (30/6/15)
☐ EDUC: Carolyn Crippen (30/6/16)
☐ John Walsh (30/6/17)
☐ ENGR: Peter Driessen (30/6/16)
☐ Nikolai Dechev (30/6/17)
☐ FINE: Patricia Kostek (30/6/15)
☐ Lianne McLarty (30/6/16)
☐ GRAD: Sara Beam (30/6/16)
☐ Charlotte Schallié (30/6/17)
☐ HUMA: Abdul Rodsari (30/6/15)
☐ Esther Sangster-Gormley (30/6/16)
☐ HUMS: Annalee Lepp (30/6/16)
☐ Laura Parisi (30/6/15)
☐ LAWF: Gillian Calder (30/6/17)
☐ Mark Gillen (30/6/16)
☐ SCIE: Florin Diacon (30/6/17)
☐ Diana Varela (30/6/17)
☐ SOSC: Doug Baer (30/6/17)
☐ Rosaline Canessa (30/6/15)

MEMBERS ELECTED BY THE FACULTY MEMBERS
- Sections 35 (2) (g)
Janni Aragon – SOSC (30/6/15)
Sikata Banerjee – HUMS (30/6/16)
Alexandra Branzan Albu – ENGR (30/6/17)
Catherine Caws – HUMS (30/6/15)
Alison Chapman – HUMS (30/6/15)
Aaron Devor – SOSC (30/6/17)
Kathryn Gillis – SCIE (30/6/17)
Tim Haskett – HUMS (30/6/17)
Susan Lewis Hammond – FINE (30/6/17)

MEMBERS ELECTED BY THE FACULTY
- Members (continued)
☐ Leslee Francis Pelton – EDUC (30/6/17)
☐ Ann Stahl - SOSC (30/6/16)
☐ Victoria Wyatt – FINE (30/6/16)

MEMBERS ELECTED FROM THE STUDENT ASSOCIATION
- Section 35 (2) (h)
Lee Brekstad (HSD) (30/6/15)
☐ Jordan Crocker (HUMA) "
☐ Kayleigh Erickson (SOSC) "
☐ Karthik Gopalakrishnan (SCIE) "
☐ Ivelina Ivanova (LAW) "
☐ Susan Karim (GRAD) "
☐ Ben Lukenchuk (BUS) "
☐ Dakota Mellin (EDUC) "
☐ Roy Nam (SOSC) "
☐ Alex Neiman (ENGR) "
☐ Cory Shankman (GRAD) "
☐ Gabrielle Sutherland (GRAD) "
☐ Kaylee Szakacs (HUMA) "
☐ Nick Tang (SCIE) "
☐ Lindsey Willis (HUMA) "
☐ TBA (FINE) "

MEMBERS ELECTED BY THE CONVOCATION
- Section 35 (2) (i)
☐ Nav Bassi (30/06/15)
☐ Linda Hannah (30/06/15)
☐ Robbyn Lanning (30/06/15)
☐ Cathy McIntyre (30/06/15)

ADDITIONAL MEMBERS - Section 35 (2) (k)
☐ Head, Division of Medical Sciences: Bruce Wright
☐ Member elected by the Professional Librarians: Tracie Smith (30/06/15)
☐ Continuing Sessional: Alicia Ulysses (30/06/17)

SECRETARY OF SENATE - Section 64 (2)
☐ University Secretary: Julia Eastman

BY INVITATION - Seated with specified speaking rights
☐ Assoc. V.P. Student Affairs: Jim Dunsdon
☐ Acting Assoc. V.P. Academic Planning: Sarah Blackstone
☐ Registrar: Lauren Charlton
☐ Acting Associate University Secretary: Cassbreea Dewis
The Terms of Reference for the Senate Committee of Academic Standards (SCAS) define its scope and relationship with Senate and other Senate Committees.

Each fall term SCAS presents an annual report on its business and proceedings to Senate over the previous academic year.

SCAS met eight times in 2013/14: September 12, 2013, October 23, 2013, November 14, 2013, January 16, 2014, February 17, 2014, March 13, 2014, April 10, 2014 and May 22, 2014. During the course of the year, the committee approved the convocation lists of faculties, made recommendations to Senate, initiated projects in areas of the Committee’s concern, and received proposals for input from other Senate Committees and campus constituencies. Within these areas, the committee considered a number of issues over the course of the year, including:

- Approval of the convocation lists of the faculties
- Recommendations to Senate:
  - Senate Committee on Academic Standards Terms of Reference
  - Undergraduate grading descriptors
  - Statements on timely declaration of majors
- Initiated Projects
  - Considering guidelines regarding the use of editorial services
  - Undergraduate grading patterns research
- Provided Input
  - Implementation of percentage grading
  - Comparative grading calculations and display details
  - Reporting of academic integrity
  - Proposals from other Senate committees
Approval of the convocation lists of the faculties:

SCAS approves, on behalf of Senate, the granting of degrees. At its October 2013 and May 2014 meetings, the committee approved the fall and spring convocation lists respectively. The deans of the faculties or a designate were in attendance. The committee also considered and approved two posthumous degrees, one in October 2013 and another in March 2014.

Recommendations to Senate:

To approve a revised Committee Terms of Reference

At the September 2013 meeting, SCAS reviewed and updated its Terms of Reference. The updated SCAS Terms of Reference were ratified by Senate in October 2014 and are available on the Office of the University Secretary website.

To approve the Undergraduate Grading Descriptors

The committee reviewed proposed changes to the undergraduate grading descriptors at its September 2013 meeting. At the October 2013 meeting a motion was made to approve and recommend the changes to Senate.

In December 2014 Senate approved revisions to the grading scales wording in the Academic Calendar as per the following motion:

Motion: That the Senate Committee on Academic Standards approve, and recommend to Senate that it approve the revisions to the Graduate, Undergraduate and Law Grading Scales in the academic calendar, effective May 1, 2014, as follows:

“The grading scale for the evaluation of course achievement at the University of Victoria is a percentage scale that translates to a 9 point GPA/letter grade system. The 9 point GPA system is the sole basis for the calculation of grade point averages and academic standing. Standardized percentage ranges have been established as the basis for the assignment of letter grades. The percentage grades are displayed on the official and administrative transcripts in order to provide fine grained course assessment which will be useful to students particularly in their application to graduate studies and for external scholarships and funding. Comparative grading information (average grade (mean) for the class), along with the number of students in the class, is displayed for each course section for which percentage grades are assigned.”

To approve faculty statements on the Timely Declaration of Majors

At the April 2014 meeting, members recommended for approval to Senate statements from three faculties for inclusion in the undergraduate calendar. Senate approved the motion in May 2014. The motion is as follows:
Motion: That the Senate Committee on Academic Standards approve, and recommend to Senate that it approve:

- the statement entitled Declaring a Program proposed by the Faculty of Humanities for inclusion in the undergraduate academic calendar, effective May 1, 2015;
- the statement entitled Declaring a Program proposed by the Faculty of Social Sciences for inclusion in the undergraduate academic calendar, effective May 1, 2015; and
- the statement entitled Declaring a Program proposed by the Faculty of Science for inclusion in the undergraduate academic calendar, effective May 1, 2015.

Projects Initiated in 2013-2014

Project on Considering Guidelines Regarding the Use of Editorial Services

At its January and March 2014 the Committee initiated a discussion on the use of editorial services by students. The Committee established a subcommittee on the issue and developed proposed terms of reference and membership. The subcommittee will begin meeting in the fall 2014.

Project on undergraduate grading patterns

During the 2013-2014 academic year SCAS initiated a project researching undergraduate grading patterns at the university.

In September 2013, the Committee received a presentation on the implementation of the Undergraduate Grading Patterns Reporting Portal. The discussions initiated at the September meeting continued at the November 2013 meeting, where the Committee received a report from the Institutional Analysis and Planning Office on undergraduate grading patterns. Based on questions and concerns raised this meeting, the Committee decided to gather more information.

In January 2014, committee members worked with Dr. John Walsh, who was engaged to assist the committee in undertaking an examination of grading standards and grading patterns. The Committee identified possible areas of concerns regarding grading patterns and standards for Dr. Walsh to consider. Dr. Walsh took this direction and will return with a draft report to the committee in late 2014.

Provided Input on Initiatives:

Input on Implementation of Percentage Grading

At its January 2014 meeting, the committee received a report on the implementation of percentage grading. More information was provided and continued discussion took place at the March 2014 meeting. Committee members provided input to the VPAC and Registrar.

Input on Comparative Grading Calculation and Display Details

The Committee provided advice on the proposal regarding comparative grading calculations and display details at its October 2013 meeting. In particular, they provided advice on minimum class size and the
use of the mean rather than the median. Committee members agreed on the use of the mean and at the January 2014 meeting agreed with the proposed minimum class size of 6.

**Input on Guidelines for Reporting of Academic Integrity**

At the May 2014 meeting, members received draft *academic integrity review and submission guidelines* for review from the Registrar. The guidelines were developed in response to the campus wide interest in creating a consistent process for handling and reporting academic integrity violations. Members provided comments on the guidelines and accompanying form letter.

**Provided Feedback on Proposals from Other Senate Committees**

At the October 2013 meeting, the committee reviewed a proposal from the Senate Committee on Admission, Re-registration and Transfer regarding the Faculty of Humanities’ proposal to change admissions requirements and provided feedback.

At the January 2014 meeting, the committee reviewed a proposal from the Senate Committee on Admission, Re-registration and Transfer regarding the Faculty of Engineering’s proposal for new admission requirement and provided feedback.

At the March 2014 meeting, the committee reviewed a proposal from the Senate Committee on Admission, Re-registration and Transfer regarding the Faculty of Education’s proposal for the creation of admission requirements and provided feedback.

*Respectfully submitted,*

**2014/2015 Senate Committee on Academic Standards**

Heather Raven (Chair), Law  
Eva Baboula, Fine Arts  
Stan Bardal, Medical Sciences  
Laurie Barnas, Associate Registrar  
Nav Bassi, Convocation Senator  
Sara Beam, Graduate Studies  
Sarah Blackstone, Acting Associate Vice-President Academic Planning  
Rosaline Canessa, Social Sciences  
Lauren Charlton, Registrar  
Jordan Crocker, Student Senator  
Nikolai Dechev, Engineering  
Kayleigh Erickson, UVSS representative  
David Harrington, Science  
Cindy Holder, Associate Dean Academic Advising (HUMS, SCIE, SOSC)  
Susan Karim, Student Senator  
Valerie Kuehne, Acting Vice-President Academic and Provost  
Ming Lei, GSS representative  
Norah McRae, Director, Cooperative Education and Career Services  
Michael Nowlin, Humanities  
Tim Pelton, Education
Abdul Roudsari, Human and Social Development
Richard Rush, Continuing Studies
Ada Saab, Director, Graduate Admissions and Records
Brock Smith, Peter B. Gustavson School of Business
Cassbreea Dewis (Acting Secretary), Office of the University Secretary

2013/2014 Senate Committee on Academic Standards
Heather Raven (Chair), Faculty of Law
Bert Annear, Director, Graduate Admissions and Records
Stan Bardal, Division of Medical Sciences
Nav Bassi, Convocation Senator
Sara Beam, Faculty of Graduate Studies
Kathleen Boland, Associate Registrar
Rosaline Canessa, Faculty of Social Sciences
Lauren Charlton, Registrar
Nikolai Dechev, Faculty of Engineering
David Harrington, Faculty of Science
Cindy Holder, Associate Dean Academic Advising (HUMS, SCIE, SOSC)
Susan Karim, Student Senator
Catherine Mateer, Associate Vice-President Academic Planning (President’s nominee)
Norah McRae, Director, Cooperative Education and Career Services
Ariel Mishkin, Undergraduate Student
Michael Nowlin, Faculty of Humanities
Yianni Pappas-Acreman, Student Senator
Tim Pelton, Faculty of Education
Brian Pollick, Graduate Student
Abdul Roudsari, Faculty of Human and Social Development
Richard Rush, Division of Continuing Studies
Brock Smith, Peter B. Gustavson School of Business
Reeta Tremblay, Vice-President Academic and Provost
Carrie Andersen, Associate University Secretary (Secretary)
The Senate Committee on Agenda and Governance nominations sub-committee met on October 24, 2014 to consider appointments to the 2014/15 Senate committees that were not filled at the October 3, 2014 meeting of Senate. The proposed new appointments are bolded in the attached document.

Motion: That Senate approve the appointments to the 2014/2015 Senate committees for the terms indicated in the attached document, as recommended by the Senate Committee on Agenda and Governance.

2014/15 Senate Committee on Agenda and Governance
Jamie Cassels, Chair *
Alexandra Branzan-Albu, Engineering
Julia Eastman, University Secretary
Kathy Gillis, Science *
Valerie Kuehne, Acting Vice-President Academic and Provost
Robbyn Lanning, Convocation senator
Annalee Lepp, Humanities *
Mary Ellen Purkis, Human and Social Development *
Abdul Roudsari, Human and Social Development
Tracie Smith, Library
Gabrielle Sutherland, Student senator *
Cassbreea Dewis (Acting Secretary) *

*Members of the nominations sub-committee

Attachment
### Senate Committee on Learning and Teaching

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<tr>
<th>Name</th>
<th>Faculty or Department</th>
<th>Term</th>
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<tbody>
<tr>
<td>Janni Aragon (Chair) (S)</td>
<td>Social Sciences</td>
<td>2015 (2012)</td>
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<tr>
<td>Gweneth Doane (NS)</td>
<td>Graduate Studies</td>
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<tr>
<td>Scott Woodcock (NS)</td>
<td>Humanities</td>
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<td>Dale Ganley (NS)</td>
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<td>Jeannine Moreau (NS)</td>
<td>HSD</td>
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<td>Kurt McBurney (NS)</td>
<td>Medical Sciences</td>
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<td>Florin Diacu (S)</td>
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<td>Andi Bergen (NS)</td>
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<td>Rebecca Raworth (NS)</td>
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<td>Caron Rollins (NS)</td>
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<td>Paul Stokes (NS)</td>
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<td>Norah McRae (NS)</td>
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<td>Sarah Blackstone (NS)</td>
<td>Acting Associate Vice President Academic Planning (President’s nominee)</td>
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<tr>
<td>Cassbreen Dewis (Secretary)</td>
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</table>

(S) Senator
(NS) Non-Senator
# Senate Committee on Planning

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<tr>
<td>Sarah Blackstone (Chair) (NS)</td>
<td>Acting Associate Vice-President Academic Planning</td>
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<tr>
<td>David Boag (NS)</td>
<td>Business</td>
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<td>Catherine McGregor (NS)</td>
<td>Education</td>
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<td>Timothy Iles (NS)</td>
<td>Humanities</td>
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<tr>
<td>Victoria Wyatt (S)</td>
<td>Fine Arts</td>
<td>2016 (2013)</td>
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<td>Anne Bruce (NS)</td>
<td>HSD</td>
<td>2016 (2013)</td>
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<tr>
<td><strong>Ralf St. Clair (S)</strong></td>
<td>Dean</td>
<td><strong>2016 (2014)</strong></td>
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<td>Stan Dosso (NS)</td>
<td>Science</td>
<td>2017 (2011)</td>
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<td>Reuven Gordon (NS)</td>
<td>Engineering</td>
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<td>Gillian Calder (S)</td>
<td>Law</td>
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<td>Stephen Evans (NS)</td>
<td>Graduate Studies</td>
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<td>Patrick Nahirney (NS)</td>
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<td>2017 (2014)</td>
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<td>Continuing Studies</td>
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<td>Ann Stahl (S)</td>
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<td>Alex Neiman (S)</td>
<td>Student Senator</td>
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<td>Katrina Flanders</td>
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<td>Merwan Engineer (NS)</td>
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<td>(ex officio)</td>
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<tr>
<td>Norah McRae (NS)</td>
<td>Cooperative Education and Career Services</td>
<td>(ex officio)</td>
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<tr>
<td>Valerie Kuehne (S)</td>
<td>Acting Vice-President Academic and Provost</td>
<td>(ex officio)</td>
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<tr>
<td>David Castle (S)</td>
<td>Vice-President Research</td>
<td>(ex officio)</td>
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<tr>
<td>Cassbreea Dewis (NS)</td>
<td>Acting Associate University Secretary</td>
<td>(ex officio)</td>
</tr>
<tr>
<td>Jessica Gelowsky (Secretary)</td>
<td>Office of the Vice-President Academic and Provost</td>
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(S) Senator  
(NS) Non-Senator
### Senate Committee on University Budget

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<th>Term</th>
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<tr>
<td>Susan Lewis Hammond (S) (Chair)</td>
<td>Fine Arts</td>
<td>2017 (2011)</td>
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<td>Beatriz de Alba-Koch (NS)</td>
<td>Humanities</td>
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<td>David Scoones (NS)</td>
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<td><strong>Bruce Kapron (NS)</strong></td>
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<td>Cathy McIntyre (S)</td>
<td>Convocation Senator</td>
<td>2015 (2012)</td>
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<td>Jamie Cassels (S)</td>
<td>Chair of Senate</td>
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<tr>
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(S) Senator  
(NS) Non-Senator
MEMORANDUM

TO: Secretary of Senate  
University Secretary’s Office

DATE: October 21, 2014

FR: Lori Nolt, Director, Student Awards and Financial Aid  
Secretary, Senate Committee on Awards

RE: Awards Recommended to Senate for Approval

The Senate Committee on Awards recommends that the Senate approves and recommends to the Board of Governors the following awards:

*Administered by the University of Victoria Foundation
Additions are underlined
Deletions are struck through

SIMBA TECHNOLOGIES INC. SCHOLARSHIP* (REVISED)
Two scholarships are awarded to undergraduate women students who are entering 2nd, 3rd or 4th year in the Bachelor of Science Major or Honours program in Computer Science or the Bachelor of Software Engineering program. Preference will be given to female students. Applications for the scholarship should reference volunteer service in the community and/or demonstrated leadership in or outside of the classroom. Application forms are available from the Engineering Undergraduate Office (EUO), Faculty of Engineering and must be returned with the letter and resume to the EUO, by April 30th.

VICTORIA STROKE RECOVERY ASSOCIATION SCHOLARSHIP (NEW)
A scholarship of $2,500 is awarded every other year to an undergraduate kinesiology student and/or to a graduate student working at the Rehabilitation Neuroscience Laboratory who participates actively in public outreach and education sponsored by the University of Victoria. The Director of the Centre for Biomedical Research will nominate the recipient or recipients of this scholarship with the help of the Head of the Rehabilitation Neuroscience Laboratory.
LORENE KENNEDY GRADUATE STUDENT FIELD RESEARCH AWARD* (NEW)
One or more awards are given to offset additional costs required for field research conducted as part of a graduate degree in the School of Environmental Studies (SES). Examples of additional costs include but are not limited to travel and accommodation expenses; equipment purchase and training; sample treatment and processing; and the Wilderness First Aid course. Selection of the recipient(s) will be made by the Graduate Awards Committee upon the recommendation of the School of Environmental Studies.

LE,NONET GRADUATE BURSARY (NEW)
Bursaries, up to a maximum value of $2,000, will be awarded to graduate Indigenous (First Nations Status/Non-Status, Inuit or Métis) students who demonstrate financial need. Applicants must complete an application form and submit to the LE,NONET Mentorship & Bursary Coordinator located in the First Peoples House.

_______________________________
Lori Nolt
2014/2015 Senate Committee on Awards
A. Lepp (Chair), A. Baniasadi, K. Barnes, L. Charlton, A. Cirillo, C. Crippen, K. Erickson, S. Evans, L. Nolt, Y. Rondeau, M. Sotoudehnia, J. Walsh, J. Wood,
MEMORANDUM

TO: Secretary of Senate
University Secretary’s Office

FR: Lori Nolt, Director
Student Awards and Financial Aid

DATE: October 22, 2014

RE: Annual Report

The Senate Committee on Awards recommends that the Senate approves and recommends to the Board of Governors the following Senate Committee on Awards Final Report for 2013-2014:

2013/2014 Senate Committee on Awards
A. Lepp (Chair), L. Nolt (Secretary), P. Arora, A. Baniasadi, K. Barnes, A. Cirillo, C. Crippen, L. Charlton, B. Macy, Y. Rondeau, J. Walsh, M. Wilson, J. Wood

2014/2015 Senate Committee on Awards
A. Lepp (Chair), A. Baniasadi, K. Barnes, L. Charlton, A. Cirillo, C. Crippen, K. Erickson, S. Evans, L. Nolt, Y. Rondeau, M. Sotoudchnia, J. Walsh, J. Wood,
NOTE: Previous year’s (2013) figures are shown in brackets. Scholarships included in this report were adjudicated on the basis of academic performance in 2013-2014.

SUMMARY
- The Senate Committee on Awards approved 74 (101) new or revised awards for undergraduate and graduate students in 2013/14.
- There was 3814 (3432) scholarships awarded to 3447 (2645) undergraduate students, with a total value of $9,849,772 ($8,029,202).

ENTRANCE SCHOLARSHIPS
Student Awards and Financial Aid made offers of entrance scholarships to academically outstanding students from Canadian secondary schools, international secondary schools, and Canadian colleges and universities. UVic awarded 1647 (1367) entrance scholarships (non-renewable) to 1476 (1158) students with a value of $4,276,913 ($3,332,632). In addition, 242 (204) students received a renewable scholarship for a value of $1,323,000 ($1,145,500), increasing the total value of all entrance scholarships awarded to $5,599,913 ($4,478,132).

<table>
<thead>
<tr>
<th>Title of Scholarship</th>
<th>2014</th>
<th>2013</th>
<th>Value</th>
<th>TOTAL 2014</th>
<th>TOTAL 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVic Excellence Scholarship</td>
<td>62</td>
<td>53</td>
<td>@ $6500</td>
<td>$ 403,000</td>
<td>$ 344,500</td>
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<td>74</td>
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<td>$ 370,000</td>
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<td>53</td>
<td>@ $4000</td>
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<td>$ 212,000</td>
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<td>1</td>
<td>1</td>
<td>@ $5000</td>
<td>$  5,000</td>
<td>$  5,000</td>
</tr>
<tr>
<td>Robert &amp; Ellen Pearce Scholarship</td>
<td>3</td>
<td>1</td>
<td>@ $5000</td>
<td>$ 15,000</td>
<td>$  5,000</td>
</tr>
<tr>
<td>John Locke Malkin Entrance Scholarship</td>
<td>8</td>
<td>4</td>
<td>@ $4000</td>
<td>$ 32,000</td>
<td>$ 18,000</td>
</tr>
<tr>
<td>David H. Turpin National Entrance Scholarship</td>
<td>1</td>
<td>1</td>
<td>@ $5000</td>
<td>$  5,000</td>
<td>$  5,000</td>
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<tr>
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<td>2</td>
<td>0</td>
<td>@ $5000</td>
<td>$ 10,000</td>
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<td>2</td>
<td>@ $3000</td>
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<td>$  6,000</td>
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<td>5</td>
<td>@ $4500</td>
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<td>$ 22,500</td>
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<td>Schulich Leader Scholarship</td>
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<td>2</td>
<td>@ $15,000</td>
<td>$ 15,000</td>
<td>$ 30,000</td>
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<tr>
<td>Schulich Leader Scholarship</td>
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<td>@ $20,000</td>
<td>$ 20,000</td>
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</tr>
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<td>1</td>
<td>@ $10,000</td>
<td>$ 20,000</td>
<td>$ 5,000</td>
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<td>1</td>
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<td>$  5,000</td>
<td>$  5,000</td>
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<tr>
<td>United World College Scholarship</td>
<td>0</td>
<td>2</td>
<td>@ $22,500</td>
<td>$ 45,000</td>
<td>$ 45,000</td>
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<tr>
<td>Aga Khan Academy Scholarship</td>
<td>2</td>
<td>1</td>
<td>@ $22,500</td>
<td>$ 45,000</td>
<td>$ 22,500</td>
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<tr>
<td>Council of International Schools Scholarship</td>
<td>2</td>
<td>2</td>
<td>@ $22,500</td>
<td>$ 45,000</td>
<td>$ 45,000</td>
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<tr>
<td>East China Normal University Entrance Scholarship</td>
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<td>@ $5000</td>
<td></td>
<td>$  5,000</td>
</tr>
</tbody>
</table>

Totals 242 204 $ 1,323,000 $ 1,145,500
IN-COURSE SCHOLARSHIPS

UVic awarded 1529 (1563) non-renewable in-course scholarships to 1333 (985) students with a value of $2,190,859 ($2,080,320). 396 (293) students received a renewal of their renewable scholarships with a value of $2,059,000 ($1,470,750). The total value of all in-course scholarships and awards was $4,249,859 ($3,551,070).

In-Course Renewable Scholarships

<table>
<thead>
<tr>
<th>Description</th>
<th>2014</th>
<th>2013</th>
<th>VALUE</th>
<th>TOTAL 2014</th>
<th>TOTAL 2013</th>
</tr>
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<tbody>
<tr>
<td>UVic Excellence Scholarship $6500</td>
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<td>90</td>
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<td>$3,250</td>
<td>$22,750</td>
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<td>78</td>
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<td>$605,000</td>
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<td>15</td>
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<td>UVic Excellence Scholarship $4000</td>
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<td>7</td>
<td>$2,000</td>
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<td>$15,000</td>
<td>$10,000</td>
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<td>1</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
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<tr>
<td>Robert &amp; Ellen Pearce Scholarship</td>
<td>2</td>
<td>2</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>John Locke Malkin Entrance Scholarship</td>
<td>7</td>
<td>4</td>
<td>$4,500</td>
<td>$31,500</td>
<td>$18,000</td>
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<td>$2,250</td>
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<td>David H. Turpin/ National Entrance Scholarship</td>
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<td>$5,000</td>
<td>$15,000</td>
<td>$5,000</td>
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<tr>
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<td>4</td>
<td>3</td>
<td>$2,500</td>
<td>$10,000</td>
<td>$7,500</td>
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<td>3</td>
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<td>$9,000</td>
<td>$9,000</td>
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<td></td>
<td>2</td>
<td>0</td>
<td>$1,500</td>
<td>$3,000</td>
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<tr>
<td>T.S. McPherson Entrance Scholarship</td>
<td>7</td>
<td>8</td>
<td>$4,500</td>
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<td>Schulich Leader Scholarship</td>
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<td>5</td>
<td>$5,000</td>
<td>$15,000</td>
<td>$25,000</td>
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<td>Fairfax Financial Ltd. Award</td>
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<td>$5,000</td>
<td>$10,000</td>
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<tr>
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<td>2</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$5,000</td>
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<td>East China Normal Scholarship</td>
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<td>$5,000</td>
<td></td>
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<td>UVic International Scholarship</td>
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<td>4</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$20,000</td>
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<td></td>
<td>1</td>
<td>0</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$10,000</td>
</tr>
<tr>
<td>Aga Khan Academy Scholarship (new)</td>
<td>1</td>
<td>0</td>
<td>$22,500</td>
<td>$22,500</td>
<td></td>
</tr>
<tr>
<td>United World College Scholarship (new)</td>
<td>2</td>
<td>0</td>
<td>$22,500</td>
<td>$45,000</td>
<td></td>
</tr>
<tr>
<td>Council of International Schools Scholarship (new)</td>
<td>2</td>
<td>0</td>
<td>$22,500</td>
<td>$45,000</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>396</td>
<td>293</td>
<td>$2,059,000</td>
<td>$1,470,750</td>
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</tr>
</tbody>
</table>

The following table shows the total funds awarded by scholarship category, GPA range for the President's Scholarships, and the number of awards per faculty or program. The budget for the President's Scholarships is proportionally allocated by the number of students in each faculty or program in relation to the total student population.
<table>
<thead>
<tr>
<th></th>
<th>AMOUNT</th>
<th>GPA RANGE</th>
<th>QTY</th>
<th>AMOUNT</th>
<th>QTY</th>
<th>AMOUNT</th>
<th>QTY</th>
<th>TOTAL</th>
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<td><strong>PRESIDENT'S SCHOLARSHIPS</strong></td>
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<tr>
<td>Social Sciences</td>
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<td>8.88-8.25</td>
<td>51</td>
<td>$392,250</td>
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<td>161</td>
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<td>Science</td>
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<td>8.82-8.3</td>
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<td>$721,250</td>
<td>145</td>
<td>$206,648</td>
<td>177</td>
<td>$1,035,898</td>
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<td>Humanities</td>
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<td>8.63-8.0</td>
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<td>$202,000</td>
<td>161</td>
<td>$196,465</td>
<td>215</td>
<td>$500,465</td>
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<td><strong>ENGINEERING</strong></td>
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<tr>
<td>Eng-Gen</td>
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<td>Eng-Elec&amp;ComEng</td>
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<td>HSD-Gen</td>
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<td><strong>FINE ARTS</strong></td>
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<td>History in Art</td>
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<td>11</td>
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<td>$30,500</td>
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<td>$0</td>
<td>0</td>
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<td>$271,470</td>
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<tr>
<td>Business</td>
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<td>$139,000</td>
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<td>$167,963</td>
<td>140</td>
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<td>Law</td>
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<td>0</td>
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<td>136</td>
<td>$271,470</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td>9-6.68</td>
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<td>396</td>
<td>$1,590,859</td>
<td>1294</td>
<td>$4,249,859</td>
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</table>
UVic aspires to be nationally competitive in recruiting and retaining students of the highest calibre in an increasingly competitive environment. The commitment of additional base budget funding and the creation of new awards have made it possible to increase both the value and number of undergraduate scholarships for high achieving students. UVic’s entrance scholarship program has become significantly more competitive as a result of enhancements introduced in 2013/14 and Student Awards and Financial Aid continues to work to better align our student financial aid resources with the enrolment plan.

The Senate Committee on Awards wishes to acknowledge the University’s ongoing commitment to undergraduate financial aid programs.

Dr. Annalee Lepp, Chair
Senate Committee on Awards

2014-2015 Senate Committee on Awards
Dr. A. Lepp, Chair
Ms. L. Nolt, Secretary
Ms. N. Fullerton, Recording Secretary
Ms. K. Barnes
Dr. A. Baniasadi
Ms. L. Charlton
Ms. A. Cirillo
Dr. C. Crippen
Ms. K. Erickson
Dr. S. Evans
Ms. Y. Rondeau
Ms. M. Sotoudehnia
Dr. J. Walsh
Ms. J. Wood

2013-2014 Senate Committee on Awards
Dr. A. Lepp, Chair
Ms. L. Nolt, Secretary
Ms. N. Fullerton, Recording Secretary
Mr. P. Arora
Dr. A. Baniasadi
Ms. K. Barnes
Ms. A. Cirillo
Dr. C. Crippen
Ms. L. Charlton
Mr. B. Macy
Ms. Y. Rondeau
Dr. J. Walsh
Dr. M. Wilson
Ms. J. Wood
At its meeting of 10 September 2014, the Senate Committee on Planning discussed and approved the Proposal to change the Professional Writing program's name to ‘Professional Communication’. The following motion is recommended:

That Senate approve the request to change the Professional Writing program's name to ‘Professional Communication’ as described in the memo from the Department of English dated May 10, 2014.

Sarah J. Blackstone

Committee Membership:
Dr. Sarah J. Blackstone, Acting Chair
Ms. Lauren Charlton
Dr. Stan Dosso
Ms. Katrina Flanders
Dr. Reuven Gordon
Ms. Cassbreea Dewis
Dr. David Castle
Dr. Maureen MacDonald
Dr. Timothy Iles
Dr. Merwan Engineer
Dr. Patrick Nahirney

Dr. Valerie S. Kuehne
Dr. David Boag
Dr. Catherine McGregor
Dr. Victoria Wyatt
Dr. Anne Bruce
Mr. Alex Neiman
Ms. Norah McRae
Dr. Stephen Evans
Ms. Gillian Calder
Ms. Jess Gelowsky (Secretary)
EXECUTIVE SUMMARY: the Department of English wishes to change the name of its Professional Writing program to ‘Professional Communication.’

On April 10, 2013, following a curriculum retreat by program faculty and current and former students, the Department of English unanimously approved a motion that the program's name be changed. We do not, however, propose any change to the current Humanities, Fine Arts, Professional Writing Co-op title: this co-op program also serves our colleagues in the Department of Writing’s Professional Writing program, and the brand is well-established in the employer community.

The proposed program name minimizes confusion in the university among students, advisers, and faculty. It signals more accurately the program’s course content and skills. Finally, it corresponds to the common designation in academic and research domains.

BACKGROUND

The professional writing program at the University of Victoria was established in 1995 when the Departments of English and Writing agreed to offer an interdisciplinary program focused on professional writing. In 2002, the two departments diverged, with the Writing Department offering a minor focused on publishing and journalism, while the English Department’s minor addressed print and digital writing and editing for the workplace. Both departments continue to use ‘Professional Writing’ to designate their respective programs.

The most recent annual report of the English Department’s program (see attached Appendix A) demonstrates significantly increased demand from students across campus. Courses for the past year have been operating at 96% capacity. The number of students who have declared a minor in the program increased from 32 in 2011 to 50 in the current year. The program is open to undergraduate students in every
department on campus, and more than 50% of students have declared a major in
disciplines other than English students.

So too are the professional credentials of the instructors in the program. In keeping
with the call for combined theory and practice in this rapidly evolving
interdisciplinary field (see Appendix 3), program faculty must hold graduate degrees
and be active members of professional bodies associated with their communication
specialties: Susan Doyle has made several presentations in the past 24 months to the
Professional Editors Association of Vancouver Island and continues to act as
consultant with federal and provincial ministries and agencies. Elizabeth Grove-
White, an international award-winning journalist and broadcaster, is a member of the
Canadian Association of Journalists and the Professional Writers Association of
Canada, where she is currently serving on a national task-force on professional
development. These professional memberships, actual workplace experience, and the
associated networks are of considerable value to students.

Professional Writing students have enjoyed marked success in obtaining co-op placements
(statistics available from the Humanities/Fine Arts/Professional Writing co-op suggest a 100%
placement rate for the program’s students) and alumni have gone on to successful careers in
public and private sectors as well as obtaining awards and scholarships to some of Canada’s most
distinguished professional schools.

Strong though it currently is, the program hopes to broaden its offerings by
adding additional courses in advanced editing, technical writing and
communication ethics/theory when funding permits.

Justification for the Proposed Name Change

1. To avoid confusion
   Currently there are two completely independent Professional Writing
   programs at the University of Victoria. Each program requires different
   prerequisites and offers distinct courses. This situation causes
   significant confusion among current and prospective students, advisers,
   staff and faculty. The proposed name change will go some way to
   resolving this confusion.
2. To describe the program more accurately
   Since the program’s inception almost 20 years ago, networked digital communication has transformed the professional writing workplace. The program’s curriculum has kept pace with these changes and for the past ten years, the program has successfully delivered courses in web design, social and electronic media, research methodologies, visual rhetoric, and workplace audio and video production (See Appendix B: Current Calendar entry). The proposed name change will more accurately reflect the program’s content and the competencies it delivers.

3. To provide clarity for employers and academic communities
   ‘Professional Communication’ is the designation most commonly used in Canada and the English-speaking world for this discipline (See Appendix C).
People and Institutions Consulted

INTERNAL
Department of English
John Archibald, Dean of Humanities
Sarah Blackstone, Dean of Fine Arts
David Leach, Department of Writing
Shawna Hooton, Co-op Co-ordinator, Humanities, Fine Arts, Professional Writing Co-op Program

ALUMNI
Valerie Keys, Alumna, Customer Support at Referral SaaSquatch
Brigitte Dreger-Smylie, Alumna, Content Developer/Technical Writer Rimex Supply
Matt Schneider, Alumnus, Business Manager, Disabled Sailing Assn. of Alberta
Jason Motz, Alumnus, Asst. Editor, Vivascene
Megan Cuthbert, Alumna, Video Journalist, Shaw Communications
Andrea Williams, Alumna, Researcher, BC Ministry of Advanced Education
Colin Osaka, Alumnus, Writer and Website Coordinator, Ministry of Energy, Mines and Natural Gas
Gio Turla, Alumnus, Systems Analyst at William Osler Health System, Toronto
Evan O’Driscoll, Alumnus, Digital Branding, AllSaints
Christi Howes, Alumna, Writer, Ministry of Jobs, Tourism and Skills
Sarah Prusinowski, Alumna and Freelance Editor and Writer, Victoria
Scott Secco, Alumnus, Writer/Videographer at Pinkbike.com
Liusi Huang, Alumna, Writer PRA International
Torrance Coste, Alumnus, Western Canada Wilderness Vancouver Island Campaigner

CURRENT STUDENTS
Skye Gilbert
Jill Dickau
Geoffrey Boyd
Asia Kent
Mark MacDonald

EXTERNAL
Dominique Bergeron, Dean of Arts and Science, Camosun College
Heidi Turner, Professional Writers Association of Canada (BC Director)
Professional Editors Association of Vancouver Island
APPENDICES

• APPENDIX A: Department of English, Professional Writing Annual Report, April 2014
• APPENDIX B: Current Program Calendar Entry
## Professional Writing Adviser’s Report: 2013-4

### Course Enrollments 2010-2014*

<table>
<thead>
<tr>
<th>Course #</th>
<th>Course Title</th>
<th>2010-11</th>
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<th>2012-13</th>
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<tr>
<td>ENGL 301</td>
<td>Report Writing for Business</td>
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<td>18</td>
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<td></td>
<td>Writing for Government</td>
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<tr>
<td>ENGL 305</td>
<td>Visual Rhetoric</td>
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<tr>
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<td></td>
<td>Social Media</td>
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<th>160</th>
<th>174</th>
<th>174</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Capacity</td>
<td>72.8</td>
<td>83.3</td>
<td>87.0</td>
<td>96.7</td>
</tr>
</tbody>
</table>

*Professional Writing enrollment statistics from FAST Student Reporting.

These figures do not take into account 17 additional sections of Directed Studies for the period:

10-11 Susan Doyle (4)
With individual Directed Studies students taken into account, we have seen an enrollment increase of 16% in professional writing courses between September 2010 and April 2014, despite a loss of two sections, translated into reduced capacity of 20 undergraduate places and 12 graduate places. The current 97% capacity enrollment in our courses suggests strong growth potential for the program. In addition, since 2010, we have lost one of the two research faculty positions in the program.

Despite these losses, the current faculty of Susan Doyle, Bernard LaVie, and Kim Shortreed-Webb continue to do outstanding work for their students and the program. We are indebted also to Martin Holmes, the staff in HCMC, and to our colleagues in the History department for their continuing support in making valuable directed-studies course opportunities available to our students.

**Declared Minors**

<table>
<thead>
<tr>
<th>Year</th>
<th>PW Minor Declared</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2010</td>
<td>33</td>
</tr>
<tr>
<td>W2011</td>
<td>32</td>
</tr>
<tr>
<td>W2012</td>
<td>44</td>
</tr>
<tr>
<td>W2013</td>
<td>50</td>
</tr>
</tbody>
</table>

Once again, this increase of 65% in the number of students who have declared a Minor indicates student confidence and strong growth potential for the program, despite the reduction in capacity and in faculty complement.

**Co-op Placements for PW students**

Reports of successful co-op placements of students who have declared a minor in Professional Writing indicate the program is preparing students effectively for the workplace. Many students, however, take one or more courses without declaring a minor,
so we have no way of knowing which of the mainstream Humanities majors may have also taken some PW courses.

**Current Co-op Placements:**

Of the 14 Humanities co-op students placed during Fall 2013, four had declared Minors in the professional writing program.

Of the eight co-op students from the English Department currently placed for the Spring 2014 term, four have declared Minors in the professional writing program.

I have not received a copy of the Summer 2013 co-op placements. This period is particularly popular with PW students because of enrollment pressure on Fall and Spring courses, and because we have no summer courses in the program.

**Other Highlights:**

- PW alumna, Jane Griffith, awarded 2013 Fulbright for web-based PhD on student newspapers in residential schools
- Amy Becker (Anthropology/Professional Writing) is a 2013-4 JCURA recipient.
- Nicole Rutherford (Anthropology/Professional Writing) has received a major scholarship and entry to Carleton’s MA Journalism program
- Brigitte Dreger-Smylie (Biology/Professional Writing) has been accepted to Ryerson University’s MA Journalism program.
- Lauren Sherwood (Geography/Professional Writing) has published her ENGL418 —Print Genres OpEd with the Times Colonist.
- **Business Class Magazine:**
  - Fall 2013 Edition: Profiles and articles published from PW students Andrina Fawcett, Matt Schneider, Geoffrey Boyd, Nicole Rutherford and Sam Coll
  - Spring 2014 Edition: Profiles and articles from Katie Rosenberg, Kaitlyn Oriecuna, Spencer Pickles

Elizabeth Grove-White
Professional Writing Adviser
April 2014
Minor in Professional Writing

The department of English offers a Minor in Professional Writing. The goal of the program is to provide students from all disciplines with the high level of skills required to succeed as professional writers and Web professionals in the high-technology sectors of science, business, industry, government and the professions. The emphasis in the program is on using new media to solve problems of professional communication. Graduates of the program will be able to produce documents in both printed and Web-based form, using the latest and most appropriate new media technologies. The program is open only to students who concurrently pursue a Major or Honours degree.

More information about the Professional Writing Minor is available at <web.uvic.ca/pwengl>.

Application to the Program

Admission to the program will normally be after the student’s second year of study; students who plan to apply should take the appropriate prerequisites. Students applying for the Minor must have:

- an average grade of B or better in the prerequisite writing courses (see below) and a B average overall, OR
- permission of the Director of Professional Writing

Prerequisite Courses

Before declaring the Professional Writing Minor, students must take 3 units from the following courses, with a grade of B or better in each course: ENGL 115, 135, 146, 147, 181, 182, 215, 225; ECON 225; ENGR 240.

Program Requirements

Students must complete ENGL 303: Copy Editing (1.5 units) and an additional 7.5 units of courses from those listed below for a Minor in Professional Writing.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 301</td>
<td>Report Writing</td>
</tr>
<tr>
<td>ENGL 302</td>
<td>Writing for Government and the Public Sector</td>
</tr>
<tr>
<td>ENGL 304</td>
<td>Writing Popular Science</td>
</tr>
<tr>
<td>ENGL 305</td>
<td>Visual Rhetoric for Professional Writers</td>
</tr>
<tr>
<td>ENGL 401</td>
<td>Web Design</td>
</tr>
<tr>
<td>ENGL 406</td>
<td>Special Topics in Professional Writing</td>
</tr>
<tr>
<td>ENGL 407</td>
<td>Computer-mediated Communication</td>
</tr>
<tr>
<td>ENGL 412</td>
<td>Research for Professional Writers</td>
</tr>
<tr>
<td>ENGL 417</td>
<td>Introduction to Multimedia for Professional Writers</td>
</tr>
<tr>
<td>ENGL 418</td>
<td>Print Media Genres and Techniques for Professional Writers</td>
</tr>
<tr>
<td>ENGL 492</td>
<td>Directed Reading: Advanced Topics in Professional Writing</td>
</tr>
</tbody>
</table>
This editorial describes the birth of the Journal of Professional Communication (JPC). It discusses how four fields — public relations, promotionalism (including advertising and advocacy), communication metrics and journalism — appear to be converging into a blended profession, which requires an increasingly similar set of skills and faces many common ethical questions. The authors describe how the advent of social media and a return to oral culture, predicted by Marshall McLuhan, has heralded this convergence. JPC’s conception is also discussed: an interdisciplinary venue for practitioners, academics, artists, professional researchers, journalists and policy makers to explore this emerging convergence, exchange ideas and debate current and historic issues in and across their diverse fields.

This journal was born of a conversation between two professional communicators — one who had spent the greater part of his working life as a public relations consultant and the other who had devoted most of his life to research and teaching. The conversation ranged from politics and journalism to public relations and advertising, from education to evaluation. As the hours passed, one point recurred consistently: the interests of professional communicators who practice and teach those disciplines are converging rapidly. We discussed the challenges of communicating in the complex, frenetic environment we now live and work in, where new technologies stimulate all our senses, imbuing much of what we hear, see, smell, taste and touch with communicative intent. We debated whether the radical changes in our information-overloaded society were causing the divided fields of communications to converge or simply collaborate. In the end, we agreed that this discussion required further dialogue and deliberation with others, in Academe, policy circles and in the communications industries.

*Corresponding author. (Alex Sévigny)
Email: sevigny@mcmaster.ca, Twitter & Facebook: @AlexSevigny
©Journal of Professional Communication, all rights reserved. See front matter.
Thus was born the concept of a hybrid, peer-reviewed journal where professional communicators, academics, artists, students and policy makers could have an open and ongoing discussion about the evolving interests of the many fields that fall under the umbrella of professional communication. Whether you work in corporate communications, not-for-profits, a political office, government relations, the media, communications management, publishing, journalism, advertising, communication and opinion measurement, or any other area where professional communication is practiced, you may have felt that change is in the air.

During the last two decades, we have witnessed and experienced the blurring of lines between public relations, promotionalism and advocacy (including advertising or marketing communications), traditional and citizen journalism, and communication, audience and opinion measurement. This change goes beyond simple integration of tactics, strategies and platforms. It eclipses who manages and controls communications within organizations. In essence it is a fundamental shift away from a traditional form of controlled communications to an era of self-determined, on-demand, user-centric content co-creation.

The culture and context of professional communication is changing at both an alarming and exhilarating rate. Traditional forms of communication have been supplemented by the speed and reach of new social media outlets. Communicating in this turbulent environment has never been easier and yet never presented more complex problems for the management of reputation and the resolution of crises. The processes of creation, distribution and redistribution of content are becoming effortless, as the traditional walls and gates of control have begun to fall. Some might argue that this new era has seen communicative power wrestled out of the hands of the media and organizational elites, to rest in keyboards at the fingertips of individuals and community groups. Others will argue that while we have witnessed an increasing level of influence through individual action, powerful media and corporate elites still have the ability and resources to control the channels and technology of communication, which shape collective and individual imagination and consciousness.

Professional communicators, policy makers and scholars are trying to make sense of this new media-saturated era with its rapidly multiplying media and technologies. From the “old” technologies of email and websites to the new realms of social media, geolocation and participatory culture, communicators are searching for more meaningful forums of engagement with their publics. At the same time, newer technologies and platforms are being launched and adopted by evangelists of information and communication technology, creating uncertainty, anxiety and imbalance. In fact, each revolutionary new communication technology causes a change in who controls the flow of information through communication.

Recipients and consumers of communication are also finding it difficult to
cope with the ocean of information in which their minds and senses are bathed. Indeed, an important question to ask is how this growing list of technologies and tools is reshaping the human condition itself. How is society making sense of the concepts of self, culture and social life within these new conditions? How are people receiving and processing this tidal wave of information and what impact will it have on how professional communicators engage with them in the future? How are artists, designers and video game makers responding to this new reality? How is the world of sound and music, made so pervasive by the iPod, creating meaningful experiences and helping to interpret the deluge of information that is upon us? These questions are fundamental to the future of communication in Canada and around the world. This journal was founded to explore these questions from the point of view of professional communication.

Our culture is shifting from text to talk

Marshall McLuhan, the great Canadian theorist of communication and culture, spent much of his prolific career developing the theory that electronic technology is moving our culture away from the linear strictures of print toward the open and multifaceted world of oral culture. What this means is a fundamental shift in the way that messages are communicated, truths are established, and our perceptions of the world are organized.

Linear culture was strongly rule-bound and constrained by the requirements of the printed word. Once a word is printed on paper, there is a long-term record of that word. The opinions the word expresses are locked in perpetuity. Most of our communications to one another, up to the advent of the World Wide Web and social media, were done in print. With the arrival of these digital communication technologies, however, our culture started to undergo a radical shift. It lurched away from the order and structure of print, toward the shifting sands of oral communication.

The first shift, from paper to digital, meant that our communication could be changed and altered at will. No longer was it so terribly onerous to revise a news story or an essay once it was produced. Rather, we faced writing that behaved more like conversation. The story would change as events unfolded, as though spoken by a town crier instead of a scribe. As Google News creator, Krishna Bharat has stated:

Why is it that a thousand people come up with approximately the same reading of matters? Why couldn’t there be five readings? And meanwhile use that energy to observe something else, equally important, that is currently being neglected (Fallows, 2010).
This comment suggests that how the news is produced, consumed and interpreted has changed in a digital world. Rather than being a cumulative compendium of solid ideas, where one news article builds upon another, news becomes a cacophonous and conformist space. Now, while the effects of this are having a powerful impact on how the news is created and written up, it is also indicative of a larger tendency in the culture.

The movement from print to oral culture means that rhetoric and influence are regaining some of the power they lost with the shift to print. In fact, the concept of persuasion through strategic, well-crafted and pleasing expression appears to be becoming more important for gaining power and influence in society. This means that the professional communicator is becoming a key part of any common effort in business, social life, politics and popular culture. The profession must reconsider how it defines itself, and in particular how it defines its boundaries and relationships to neighbouring professions. As well, it must define its relationship to the concept of influence, which seems to be rapidly becoming a serious currency in the oral culture that we are developing.

Another great thinker — also a Canadian - Harold Innis, made a powerful point, developing the idea through his life’s work that new communication technologies create struggles not only between groups of people, but also between different types of ideas. What types of ideas will be central to the oral culture currently emerging?

Following the initial communications revolution introduced by the World Wide Web, we have seen the evolution of social media, which has in turn created a suite of new information appliances such as tablet computers with audio and video capabilities built-in. At first, social media technologies were largely print-based, with the prevalence of easily manipulated blogging systems such as Wordpress and Blogger, and microblogging services such as Twitter, but this appears to be a transitional moment.

It appears, however, that this reliance on print is just a way station in the social media journey that lies before us. The transformation of social media from print to oral culture is gathering speed, with the evolution of social video and audio. In a few short years, the trend toward social video sharing via Twitter and other such services will grow, and the balance of content shared via social media will hit a tipping point, shifting from text to talk. Next generation blogging platforms such as Tumblr presage this turning of the tide, as do the efforts to promote a more organized and structured means of video sharing by Apple Inc. and Google through their respective social media commerce platforms and information appliances, such as the iPad or the Android tablet. Social networking technologies are quickly moving from privileging the linear word and the still image to favouring video and audio. The video hangouts that Google+ offers, which accommodate up to 10 participants at once, are an
example of this trend. This emerging state of affairs announces a new world of conversational media, in which spoken culture and the moving image replace print and paper as the predominant media for exchanging our stories. The emphasis in this developing world of social media will be on mobility, cloud computing, the developing HTML5 standard, and device-specific internet applications. Being able to understand, criticize and strategically deploy all of these emerging phenomena will soon be at the core of professional communication practice.

The pillars of professional communication: four professions in evolution

The emergent massively networked society is creating a heaving sea for those professions that have traditionally been the guardians of image, message and opinion. Many fear being swept under by the waves of change and seek to navigate to calmer waters and eventually to safe harbour. To ensure the success of that journey, practitioners, policy makers and academics need to explore how the component fields of professional communication might evolve or converge to better understand and anticipate their interconnected future. What is this new and emerging field of professional communication and who falls under this umbrella?

The individual fields of communication are being transformed by changes in technology and in our culture. As social media draws us away from print and more deeply into conversation, the walls between the professions of communication have been crumbling. Journalism, promotionalism, communication measurement and public relations/public affairs are converging, forcing the modern practitioner to understand the emergent rules and norms that bridge the four fields. This demands common theoretical reasoning and ethical frameworks that pose the best practices as well as the moral hazards that exist in the grey areas between the fields.

It is at this nexus that the interdisciplinary field of professional communication exists. Recognizing common theoretical underpinnings and skill sets that stem from an understanding of: how people relate to one another, how governments communicate, how persuasion, influence and rhetoric operate, how communicative effects and impacts can be measured, and how relationships between journalists and other communicators are being renegotiated in this emerging new professional context. The question that unites these ideas is how, within a critical perspective, the practice of professional communication affects society, commerce, culture and the individual.

First, let us consider the field of communication, opinion, media and audi-
ence measurement. As our society moves from paper to digital and from print to oral culture, measurement will be more readily available and in demand. Evolving computational linguistic models of semantic and natural language understanding will provide the tools to parse and study online content, in text, video or audio forms. Communication measurement experts will provide more and more spectacular, real-time interactive visualizations of the evolving landscape — contemporary and historical — of public opinion, attitudes and beliefs. The centrality of metrics and data visualization to public relations, advertising, advocacy and journalism in a digital world will mean that professional communicators will have to have a certain level of numeracy and critical awareness of research methods to be successful. This also means that the field of measurement and data visualization will be an integral part of the larger ethical, theoretical and practical discussions emerging to form the field of professional communication.

Next, let us reflect on the field of public relations and its many sibling fields such as public affairs, communications management and strategic communications, whose theory is shaped and guided by the research conducted in the measurement industry. Traditionally, these interconnected fields define the function of how organizations communicate with their publics. Today, due to emerging and rapidly mutating social media, the questions of how organizations communicate internally and how they relate to the world have become much more complex. This complexity means that communication is rapidly becoming centrally important within organizations, as success in the court of public opinion is becoming a core requirement for the achievement of other strategic objectives. In short, communicators are finding themselves at the decision-making table. Academically, these fields will be integrated into the interdisciplinary field of professional communication, the study of which will be similar to what legal education is to the practice of law — a training ground that produces experts in techniques of establishing, building and maintaining relationships through a rapidly moving kaleidoscope of interconnected media.

Third, let us discuss the field of promotionalism, that is to say the area that encompasses advertising, advocacy and marketing communication, which will find itself integrated into the realm of professional communication, as its role in creating tools and products that aid in persuasion and relationship-building becomes more pronounced, and its new media tools become more ubiquitous, accessible and easily used to produce professional-looking communication products. Knowledge of the theory and practice of promotionalism will be a core competency of the professional communicator. As such, it must be part of the critical, theoretical and ethical conversation within an integrated field of professional communication.

Finally, it is impossible to ignore how journalism is being transformed, as an always-on mediascape pushes the limits of how much content can be created
and made available to audiences. The lines between journalism and public relations are blurring more and more. This is an unavoidable consequence of the mashing together of communication channels and the democratization of publishing through electronic media. In a world where the average citizen trusts opinions from “people like me” more than those of experts, the role of the journalist is being transformed. Increasingly, journalism is being produced “in-house”, a trend which is drawing the practice of journalism closer to the other practices of professional communication. The example of the News of the World telephone hacking scandal that led to the demise of the United Kingdom’s largest-selling daily demonstrates how moving the line between journalism and public relations will necessitate a larger ethical and definitional discussion. This discussion should happen under the aegis of the emerging interdisciplinary field of professional communication.

The future of the field is definitely interdisciplinary. The questions that must be answered require education, training and accreditation, perhaps even licensing and regulation, much as law societies impose the bar exam and an articling period. In fact, this is not a new debate for professional communicators. Edward L. Bernays spent the latter part of his life struggling to have the field of public relations regulated in much the same way as law or accounting is regulated in the United States. In the United Kingdom, the field of public relations has become a chartered profession, governed by the Chartered Institute for Public Relations, which has recently decided to extend membership to professionals practicing the other fields of professional communication. The need to have this debate is growing more pressing as the convergence among the fields comprising professional communications accelerates and the organizational importance of professional communication practitioners grows. Another pressing reason concerns social media: the social media profile of an organization is a function that affects the whole organization, including the highest levels of decision-making. This emerging state of affairs necessitates an integrated perspective on professional communication, which transcends the boundaries of the individual disciplines.

Emergence of academic programs

The field of professional communication has evolved slowly and incrementally in Canada over the last sixty years. The emergence and growth of mass communication courses and programs, including journalism, public relations and promotion, at Carleton, Ryerson, University of Western Ontario and Laval universities in the 1950s and 1960s foreshadowed the beginning of professional, university-based study and training at post-secondary institutions across Canada. The development of these programs has historically been measured, how-
ever, today students at almost all colleges and universities have the ability to enrol in communication courses in a diverse range of disciplinary programs at both the undergraduate and graduate levels. While universities and colleges are struggling to cope with the growing demand for post-secondary education, scholars and academic administrators are reporting a rapidly growing interest in the fields of professional communication. For example, to meet this demand, in the last year alone, three new Bachelor of Public Relations programs have been approved and introduced in Ontario at both Conestoga College and Humber College, and at the University of Ottawa. This is in addition to the forty-four collegiate and university programs that teach public relations in Canada. At the same time, new undergraduate programs in journalism have been launched across Canada increasing the number of college and university or joint programs to nearly fifty.

At the same time, new professionally focused graduate programs have been launched to meet the increasing needs of working professionals whose workplace demands require further instruction, training and research on new communication methodologies, skills and theories. Programs such as the Master of Communications Management at McMaster University, the Master of Public Relations at Mount St. Vincent University and the Master of Professional Communication at Royal Roads University all provide professional communicators with an opportunity to obtain advanced degrees while continuing their careers. One of the intended outcomes of these new graduate programs is an increase in high-quality empirical research, conducted by these students as part of their programs. This new research will expand our understanding and knowledge of these fields from both theoretical and practical perspectives.

The challenge for most of these graduate students and their professors is to find appropriate professional and academic venues in Canada to present and publish their research. The annual conferences of the Canadian Communication Association and the Canadian Public Relations Society only recently engaged the professional communication academic community by highlighting professional and academic research tracks in their conferences. The same applies to the Canadian Journal of Communication, which has very successfully focused on critical and theoretical approaches to communication research. It cannot be debated that presenting scholarly research is an important component of knowledge dissemination and fundamental to the growth and development of an emerging field. Currently, there exists a void in Canadian communications research for an interdisciplinary, peer-reviewed, scholarly journal that encourages both critical and administrative discussion, deliberation and debate about the converging issues in professional communication theory, policy and practice.
Where does JPC fit in?

The *Journal of Professional Communication* was created to start this dialogue. As its diverse editorial advisory board demonstrates, JPC aims to provide a forum for the varied fields of communications to meet, share ideas and exchange opinions. JPC’s contents will be varied and eclectic, reflecting the interdisciplinary nature of both the study and practice of professional communication. JPC will publish op-eds, scholarly articles, policy documents, white papers, provocations and book reviews, all of which are represented in this inaugural issue.

It is also wish to emphasize that the JPC is not exclusively a scholarly journal, but rather one that aims to put academics in fruitful dialogue with practitioners and policy makers. The make-up of this first issue, we think, reflects that aim, including contributions from practitioners, seasoned academics and students. We also feature a policy document, “Pathways to the Profession,” which was produced by the National Council on Education of the Canadian Public Relations Society (CPRS) and is reproduced here by permission of CPRS, on a one-time license of content. This issue of the JPC is inclusive. We hope that this encourages practitioners, creative professionals, journalists, policy makers, academics and any other invested parties to contribute in the future, so that the emerging field of professional communication has an evolving venue within which to try out new ideas, report on successes and debate pitfalls as we all face an uncharted future of convergence and interdisciplinarity.

Overview of the articles in this issue

Putting this first issue of the JPC together has been a voyage of discovery. We started by making a general call at the Canadian Public Relations Society meeting in Regina in June of 2010, and also through word-of-mouth. We received thirty submissions of scholarly manuscripts, case studies and book reviews. Of these we have published five scholarly articles, one case study and five book reviews. In addition, we include one guest lecture by James and Larissa Grunig, five op-eds from practitioners in the various fields of professional communication, and an historic education policy document from the Canadian Public Relations Society.

We have a range of op-eds in this issue, covering topics of interest to all professional communicators. In “Open Data: ‘There’s an App for That’,” Joey Coleman discusses how the open data movement is transforming how governments communicate information about how they work. He makes the provocative claim that open data will challenge how journalists and other profes-

Professional communicators do their work. David Estok, in “Paywalls,” discusses how the paywall may be a necessary part of the future financial viability of the news media. In “Polling in Election 2011,” Nik Nanos discusses the effects and value of polling in elections, using the case of how his firm, Nanos Research, tracked voter attitudes and opinion as an example. Rikia Saddy brings a critical perspective on the social and political impact of social media communications in “Social Media Revolutions.” She explains how power and fear should be replaced by more altruistic principles in marketing and public relations, to activate people’s hopeful imaginations rather than scaring them into action. Finally, David Scholz, in “The Several Premature Autopsies of AVE,” explains, through his own professional experiences, that it is time for to stop using advertising value equivalence as a metric for measuring campaign success.

We are very pleased to present a lecture by those eminent and foundational scholars of public relations, James and Larissa Grunig. We publish in this issue the text of “The Third Annual Grunig Lecture Series: Public Relations Excellence 2010,” which they delivered in New York City. The lecture is a reflection on the growing influence and importance of the study of relationships within the public relations profession.

This issue of the JPC offers five fully peer-reviewed scholarly articles, all of which have undergone strict double-blind peer review. Jeremy Berry discusses the importance of writing to the practice of professional communication in “US-Canada Study of PR Writing By Entry-Level Practitioners Reveals Significant Supervisor Dissatisfaction.” He forcefully makes the case that there is not enough of a focus on writing in professional communication college and university programs. Denise Brunsdon, in “The Gendered Engagement of Canada’s National Affairs & Legislative Elite, Online,” discusses how women in politics and national affairs blog and use Twitter differently from men. Her data suggest that there still exists a gender divide in the emerging arena of online communications. In a French-language article, « L’utilisation du Marketing Politique par les Groupes D’intérêt: Proposition d’un Modèle Théorique, » Émilie Foster presents a model for political marketing that recognizes the important and unique role of special interest groups. Andrew Laing takes us into the realm of media measurement and crisis communication in his article, “The H1N1 Crisis: Roles Played by Government Communicators, Media and the Public.” He presents a content analysis suggesting that the public, the media and government communicators all bore a share of the responsibility for the response to the SARS vaccination crisis. Finally, Philip Savage & Sarah Marinelli explore the gendered nature of the op-ed page in Canadian newspapers in “Sticking to Their Knitting? A Content Analysis of Gender in Canadian Newspaper Op-Eds.” They present evidence of a significant gender divide that exists in Canada’s op-ed pages, demonstrating that this divide between men and women transcends editorial choice, extending into the arena of
perceived credibility and the level of willingness to take risks. We also feature one full-length, peer-reviewed case study by Heather Pullen, in the vital and developing area of health communications: “Eastern Health: A Case Study on the Need for Public Trust in Health Care Communications.”

This issue presents five reviews of books. Alan Chumley reviews *Measure What Matters: Online Tools for Understanding Customers, Social Media, Engagement and Key Relationships* by Katie Delahaye Paine, while Rebecca Edgar presents a critical perspective on *Putting the Public Back in Public Relations* by Brian Solis & Deirdre Breakenridge, and Laurence Mussio presents a very thoughtful perspective on how information and communication technologies are changing our cognitive capacities in his review of *The Shallows* by Nicholas Carr. Lars Wessman presents a provocative review of three works discussing the impact of the internet and digital communication on our culture in a comparative review of: *The Net Delusion: The Dark Side of Internet Freedom* by Evgeny Morozov, *You Are Not a Gadget: A Manifesto* by Jaron Lanier and *Digital Barbarism* by Mark Helprin. Finally, Lauren Yaksich discusses how globalization is affecting professional communication in her review of *The Global Brand* by Nigel Hollis.

To round out this issue, we publish, under special permission of the Canadian Public Relations Society, “Pathways to the Profession,” the first thorough characterization of education and training leading to the practice of public relations in Canada.

**Our invitation to you**

This issue is large for a reason: it presents a multiplicity of perspectives on the professions of communication. Featured are op-eds, book reviews, scholarly articles, a case study, a policy document, and a guest lecture by two foundational communications scholars. For future editions we encourage you to submit interviews with communication professionals, short informal case studies, squibs, and professional profiles.

It is an important and exciting time to create this new forum for deliberation, and debate among communicators, researchers and teachers in order to advance our knowledge and understanding of the challenges and opportunities that face our unique disciplines.

As such, this journal is meant, certainly, to be a repository of peer-reviewed analysis, knowledge and critique. However, it is also meant to be an arena for opinion, debate, policy discussion, provocation and perhaps even a little storytelling of personal narratives and the histories of those who may have marked us. It is our collective journal, shared among our diverse communities of academics, practitioners, policy makers and artists. You are warmly invited and encouraged to contribute and be heard.
A note of thanks

This journal could not have been founded without the support and encouragement of several important friends and colleagues. First and foremost, we would like to thank our generous Dean of Humanities, Suzanne Crosta, who has supported this endeavour since its conception, both materially and through her constant mentorship and encouragement. Great thanks to Jeff Trzeciak, McMaster’s chief librarian, whose investment in the BePress digital journal publishing technology made possible the creation of a freely available, open access journal. We would also like to recognize research assistants Morgan Harper and Natalie St. Clair, who both contributed to JPC in its earliest days. A tip of the hat is due to our two proofreaders, Christine Larabie and Dwayne Ali, who kept a watchful eye on the formatting and page layout, catching errors and suggesting improvements. Thanks also to Parker David Martin, who designed JPC’s cover layout and art, and to Jonathan Cadle of BePress who provided patient advice on how to use our digital commons electronic publishing engine. Of course, we would be remiss if we did not thank our team of associate editors and our editorial advisory board, whose support is invaluable to JPC’s success. A huge thank you to Shelagh Hartford, our tireless assistant editor, whose dedication and passion for detail in reading, editing and APA formatting has made this issue both elegant and readable. Finally, a note of special appreciation for all of our anonymous peer reviewers: without your volunteer support it would be impossible for the machinery of open academic publishing to function on a lean budget.

References